

CLAIMS

What is claimed is:

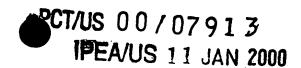
advertising campaign;

- A method of conducting an advertising campaign, comprising:
 providing a multi-tiered marketing environment wherein the marketing environment
 comprises a human marketing agent and a manager cooperating on the
 - providing the marketing agent with a set of prospect information and a set of advertising messages;
 - the marketing agent taking an active role in at least one of: (a) selecting a recipient from the set of prospect information; (b) selecting a message from the set of advertising messages; and (c) electronically sending the message to the recipient;

the recipient electronically responding to the message; tracking the recipient electronically responding to the message; and the manager exercising at least some control over at least one of: (a) the set of prospect information provided to the marketing agent; (b) the set of advertising messages provided to the marketing agent; and (c) an authorized number of sends allocated to the marketing agent.

- 2. The method of claim1 wherein the multi-tiered marketing environment includes at least two tiers.
- 3. The method of claim 1 wherein the multi-tiered marketing environment includes at least two different companies.
- 4. The method of claim 1 wherein the set of prospect information comprises a plurality of data items stored in a prospects database.
- 5. The method of claim 1 wherein the set of advertising messages includes an advertising logo.
- 6. The method of claim 1 wherein the set of advertising messages includes a rich media electronic advertisement.





- 7. The method of claim 1 wherein the set of advertising messages includes an executable rich media electronic advertisement.
- 8. The method of claim 1 wherein the step of the marketing agent selecting the recipient includes the marketing agent selecting the recipient as part of a group of recipients.
- 9. The method of claim 1 wherein the step of the marketing agent selecting a message includes the marketing agent selecting a plurality of messages for co-transmission to the recipient.
- 10. The method of claim 1 wherein the step of the marketing agent taking an active role in sending the message includes the marketing agent initiating the sending of the message using an e-mail interface.
- 11. The method of claim 1 wherein the step of the recipient electronically responding to the message includes the recipient opening the message using a computer.
- 12. The method of claim 1 wherein the step of the recipient electronically responding to the message includes the message having multiple pages, and the recipient navigating between at least two of the multiple pages.
- 13. The method of claim 1 wherein the step of tracking the response includes the recipient displaying the message using a computer, and the computer sending an item of tracking information to a tracking system.
- 14. The method of claim 1 wherein the step of providing the marketing agent with a piece of information relating to the response includes displaying to the marketing agent at least one of: (a) a length of time that the recipient viewed the message; (b) a length of time that the recipient viewed a portion of the message; (c) an address to which the recipient forwarded the message; and (c) a piece of information relating to a hyperlink contained in the message and utilized by the recipient.
- 15. The method of claim 1 wherein the step of the manager exercising at least some control includes the manager considering a percentage of responses received by the marketing agent relative to a number of sends initiated by the marketing agent.
- 16. The method of claim 1 further comprising:



providing a second marketing agent with a second set of prospect information and a second set of advertising messages, the second marketing agent distinct from the first marketing agent;

the second marketing agent taking an active role in at least one of: (a) selecting a second recipient from the second set of prospect information; (b) selecting a second message from the second set of advertising messages; and (c) electronically sending the second message to the second recipient; the second recipient electronically responding to the second message; tracking the second recipient electronically responding to the second message.

- 17. The method of claim 16 further comprising the manager exercising at least some control over a relationship between the set of prospect information provided to the marketing agent and the second set of prospect information provided to the second marketing agent.
- 18. The method of claim 16 further comprising the manager exercising at least some control over a relationship between the set of advertising messages provided to the marketing agent and the second set of advertising messages provided to the second marketing agent.
- 19. The method of claim 16 further comprising the manager exercising at least some control over a relationship between the authorized number of sends allocated to the marketing agent and an authorized number of sends allocated to the second marketing agent.